

Marketing debate and discussion



The entire process involved between the production of products by the producer and the consumption by the final consumer sums up the marketing process. It comprises a wide range of processes that include proper identification of consumer needs and wants, and formulating mechanisms to meet the needs, and satisfy the wants. Marketing involves production of products, pricing and transportation of the products through distribution channels until the final consumer is reached. Marketing has been seen to satisfy needs and wants by giving information to target groups as well as bringing the products to their reach. It is also satisfactory to the marketer by meeting marketing objectives.

Nevertheless, as the above definition holds, other people criticize the process of marketing as to creating unnecessary needs and wants.

Promotion services offered during marketing are always meant to attract many customers and give the company higher sales than the competitors. However, as Mattsson puts it, companies fail when they raise the expectations of the consumers beyond what they can actually provide. This raises the cost of marketing, and as a result of failure to deliver; more efforts are required to counter and correct the effect of the former promotion by both the marketer as well as the consumers (Mattsson 11-14). To meet specific customer expectations and or the failure to satisfy them may also translate to spending more by the customer. The successes of all marketing procedures highly depend on training and the competency of the marketing team and this as well translates to extra cost and need to the company. Therefore, marketing can be rightly seen to satisfy and create needs, both to the marketer and to the target group.

Mission statement for an organization is usually a theme that is well

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deliberated on as to how the business and operations relate to the customers, employees, management and the ownership structure of the enterprise. Mission statements are very essential to any organization as they aid in marketing through the following three ways; shows how a marketing plan fulfills the mission of marketing as pertains to the overall organizations mission, assists in a clear manner of evaluating the performance of marketing procedures and designs and guides implementation of a marketing plan (Anon 5). Mission statements have been found to have little or at times no disparity between similar organizations or departments. On customer targeting, marketing in particular may opt for age. Marketers usually have distinctions of products that are targeted for different groups such as children, teenage, young adults and the elderly. This is a marketing strategy as the different groups have different needs, appeals and abilities in terms of purchasing power. To be specific, today's marketing strategy for the youth bracket of 20's is highly characterized by digital orientation. This is especially so because the world has become more technological and the most affected age group is the young adults. Trends in fashion styles, dynamic diet habits, innovations and education are more appealing to this age bracket. Marketers invest much in the group more so for the vigor in the group and the future prospects that are associated (Grail research 1-4).

Works cited

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